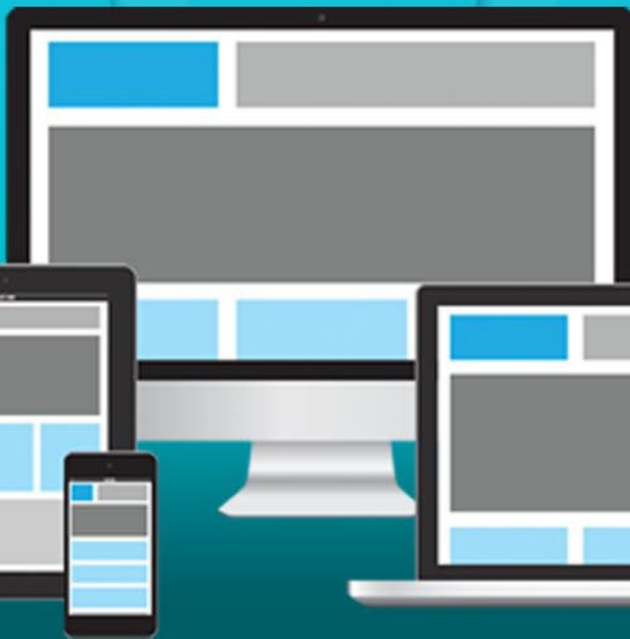




REED DESIGN GROUP
WEB DESIGN AND DEVELOPMENT

2016 Web Design Pricing Guide



Get a Better Understanding
Of How To Budget For
Your Next Website Project

www.reedesignweb.com

HOW MUCH WILL A NEW WEBSITE COST?

If you're considering getting a new or redesigned website for your business or brand and want to know how much will it cost, then you definitely need to read this!

Web Designers and Firms come in all different sizes and cover a vast array of services. So it's safe to say you can easily get lost in the shuffle. And even if you were to send a proposal to 5 different web design companies you will get 5 different quotes for the **SAME** project!

Instead of thinking about "How much will this Website project cost me?" The best way to look at your situation would be "How will this project add value to my business?" This kind of reasoning can help you clarify all the pros and cons of moving forward with your web design project.

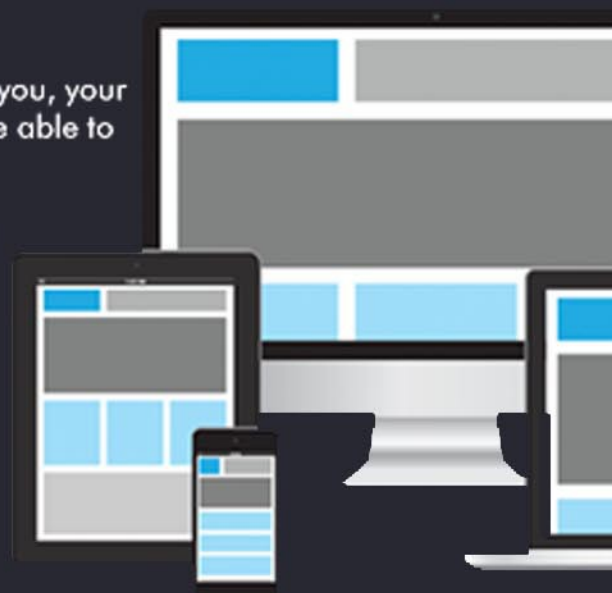
By taking a hard look at your online presence, and understanding how you, your goals and how your budget aligns with this project, only then will you be able to come to a idea of what web solution works for you.

Truth is, for web design and development companies there IS no broad standardized pricing schedule. As this is an industry that is service-oriented (think Contractors), instead of a commodity.

So with that said, you can spend anywhere from \$0 to well over \$100,000 for web design alone.

So it's important to take this into account when deciding what you want in your Web Design Project.

This guide will help you have a good idea of what to expect when investing in a new website at almost every price range and solutions that may be right for you based on your budget!



YOU:

How involved will you be in the design/development process? Assuming you're not having a budget, you're doing everything on your own with a free site builder. That puts you in the role(s) of designer, developer, project manager, content writer AND marketer. As your budget increases, so will your responsibility increase for each aspect of your project

YOUR GOALS:

What kind of website do you want? Do you want a site that looks decent enough to establish a presence? Or something that will make a statement to your competition that you've arrived? As you would expect, each of these goals are different that will directly impact your budget.

YOUR BUDGET:

Your budget will ultimately determine your goals and your personal involvement with your project. So if you have no specific budget you will be directly involved with all aspects of the design, development, marketing, and advertising which in itself is a full-time job

All Three of these elements will directly impact how involved you will be in the design and development phases of your website!

Shopify is everything you need to **sell anywhere**

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Trusted by over
100,000
brand owners

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website with Shopify

Get online



Sign up your first
store today, and

Get started



Point of sale

Get in store

Get POS

Hardware

OS software

POS

Shop

24/7 Support

Shopify Store

Blog

Ecommerce Platform

API Docs

E-Commerce

If you thought the pricing for regular websites was all over the map, that's nothing compared to an E-Commerce website.

Because you're dealing with so many additional factors such as payment processing, security, fulfillment, inventory and inputting many different product skews an E-Commerce website is typically far more expensive and complex than a regular website.

If you're looking for an affordable option to having an E-Commerce website, sites such as [Shopify](#) offer a turnkey solution for opening a store online.

Otherwise, when working with a reputable design and development firm, be prepared to pay anywhere from \$10,000-\$50,000 and above for an E-Commerce website.

What is Hosting?

Think of your website in terms of Real Estate.

Your domain is the title to the property, your hosting is the land, your website is building on the land. You need all three to have a house.

What kind of hosting you should get, goes back to your goals and budget.

Recommendation

If visitor traffic or security is not a priority issue, but you need affordable and reliable hosting, consider Blue Host or Host Gator for your hosting needs

If you have or require a WordPress or Drupal site, and are more concerned with speed and security, consider 1and1.com

REAL
ESTATE

Opportunity Cost

Warren Buffet, the world's greatest business investor and second richest person on the planet, said that the key to making good business decisions is understanding Opportunity Cost.

Opportunity Cost is not just asking 'Will I get a good return on my investment' it is asking the question 'Of all the things I could do with this money, is this the overall best thing I could do'

When choosing a new website designer the question most people ask is 'How much will this website cost' but that's actually not the best question to ask. The real question to ask is 'Which website is going to produce the most value for my business overall?'

Someone getting a "free" website might think they got a better deal than someone who paid \$5,000 for their website. But the \$5,000 website might have generated more traffic, more leads and more business than the "free" website and in terms of total dollars the "free" website might have cost the business \$100,000 in lost business it might have otherwise gained.



ANATOMY OF A WEBSITE



What Most Web Designers Don't Want You to Know

Here's a little secret most website designers don't want you to know. ALL websites, no matter who you hire, use CSS and HTML as the foundation of their site design. No matter what direction you go for your web design, know that there is no magical, or special code that will make your site a "real" website. It's ALL CSS and HTML.

\$0 WEBSITES



Since this is a FREE option, some of your features will be limited to the online builders platform. All of the templates are pre-made, so your creativity is also limited by the available options.

What Do You Get

TEAM MEMBERS:

You

Design & Development Tools:

Online Website Builder

FEATURES:

Pages - Limited to Site Builder Program

Page Templates - 100's to Thousands

SEO:

NONE- As Site Builder Hosts Your Site

RESPONSIVE DESIGN:

N/A - Usually proprietary framework
by Site Builder

Pros and Cons

Pros:

Free is always Affordable

Quick Site Setup

Cons:

Templates are generic and limited

Site builder brands your site

Limited or no customization

No SEO

No Professional Look

Who Is This Right For?

First Time Bloggers

A Personal Website

<\$100 WEBSITES



A step up from the Build-A-Clone sites, but slightly more involved. You will be tasked with searching for a suitable template theme that best fits your brand. It's a steep learning curve if you are not well versed in coding and graphic design. By the way, you will need to have your own hosting provider and know how to install the theme yourself at this rate.

What Do You Get

TEAM MEMBERS:

You

DESIGN & DEVELOPMENT TOOLS

WordPress

Graphic Design Program (Optional)

Coding Skills (Optional)

Patience & Time (Recommended)

FEATURES:

Pages - Unlimited

Page Templates - 100's to Thousands

SEO:

NONE- You are responsible for creating a SEO/Marketing plan

RESPONSIVE DESIGN:

Most WordPress Themes are responsive

Pros and Cons

Pros:

- Allows individuals with limited technical skills to have a website
- More professional than a free website builder
- Your Own Branding

Cons:

- Requires ALOT of time to learn AND setup WordPress
- Customization limited to knowledge of coding skills and theme capabilities
- Limited design aesthetics depending on the WordPress theme

Who Is This Right For?

This setup is for people who are interested in taking the time to understand WordPress and create a website on their own time.

<\$1000 to \$5k WEBSITES



At this stage, most people tend to farm out (to hire) a professional web designer to assist with the heavy lifting of the site development. You may be required to assist with certain aspects of the project as needed. And based on the experience of the designer, you may or may not have an overall great experience.

What Do You Get

TEAM MEMBERS:

You and/or Developer

DESIGN & DEVELOPMENT TOOLS

- Wordpress, Drupal or Joomla
- Graphic Design/Coding skills usually handled by Developer
- Hosting Provider Setup

FEATURES:

- Pages - Limited By Your Budget
- Page Revisions: Usually 1-3
- Future updates are managed by Developer

SEO:

NONE- You will either have to ask the developer to assist or hire an SEO Expert or Team

RESPONSIVE DESIGN:

Most WordPress Themes are responsive

Pros and Cons

Pros:

- Assistance with the design & development of your website
- Limited customization of your site based on the theme template
- Decent Quality of Work

Cons:

- Issues with communicating with developer
- Overall Service Experience due to availability
- Time consuming as you will have to assist

Who Is This Right For?

This is for individuals or small companies with limited budgets that are comfortable with hiring an external developer to create a website.

\$5000 and Up WEBSITES



At this stage, most if not all aspects of the site development will be covered by an Agency that has extensive experience with projects for companies ranging from small business to large corporations. Usually requires individuals to submit RFP's (Request for proposal) to even get a consultation.

What Do You Get

TEAM MEMBERS:

Agency, Project Manager, Team, Designer, Developer, Copywriter and Photographer

DESIGN & DEVELOPMENT TOOLS

- Wordpress, Drupal or Joomla
- WooCommerce or Magento (e-commerce)
- Proprietary CMS system custom to clients specifications
- Graphic Designer to handle Photoshop Elements
- Photographer for high end, unique images

FEATURES:

- Pages - Limited By Your Budget
- Custom Photoshop Layered Design
- Social Media Integration
- Custom Front End and Database Management

SEO:
YES

RESPONSIVE DESIGN:

YES-Unique to Clients Design

Pros and Cons

Pros:

Professional Design & Development
Project Management
Dedicated Support

Cons:

Very Expensive to Develop and Manage

Who Is This Right For?

This is for mid sized and up companies with a need for a large website and substantial budget to develop it.

HOWEVER....

There is one more option to consider on the next page...



Reed Design Group offers the best of both worlds by having a dedicated professional that's skilled in WordPress development, Photoshop Design and procuring the elements to bring your vision to life, without the huge commitment of time and money.

What Do You Get

TEAM MEMBERS:

Designer/Developer
-Social Marketing
-Reporting Metrics

DESIGN & DEVELOPMENT TOOLS

-Wordpress, Drupal or Joomla
-WooCommerce or Magento (e-commerce)
-Proprietary CMS system custom to clients specifications
-Graphic Designer to handle Photoshop Elements

FEATURES:

-Pages - Limited By Your Budget
Custom Photoshop Layered Design
Social Media Integration
Custom Front End and Database Management

SEO:
YES

RESPONSIVE DESIGN:
YES-Unique to Clients Design

Pros and Cons

Pros:

Professional Design & Development
Project Management
Dedicated Support

Cons:

Very Expensive to Develop and Manage

Who Is This Right For?

YOU

FREE Custom Mockup of your
NEW Website

Delivered in 1 week after initial
consultation
NO OBLIGATION
GAURANTEED!

reedesignweb.com



REED DESIGN GROUP

WEB DESIGN AND DEVELOPMENT

We are a client centered website design company based in Ft. Worth
We specialize in the design and development of custom
WordPress Websites

FREE Custom Mockup
of your NEW Website

Delivered in 1 week
after initial consultation
NO OBLIGATION
GAURANTEED!

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PORTFOLIO



CLIENTS WE'VE WORKED WITH

BLUCCI
CONTEMPORARY FURNITURE



YourChoice
IN HOME SERVICES

SNEAKY

Next Level
ENTERTAINMENT

"5 STARS IS AN UNDERSTATEMENT"



"I met Derek Reed of Reed Design Group at a networking event in Dallas. He reached out to me later after the event, and I wanted to redesign the existing Next Level Entertainment Quality Event Producer's site and after my formal intro meeting with RDG I immediately knew they were the way to go. RDG was on it from the very beginning and even with my busy schedule they worked with us throughout this entire process. 5 stars is an understatement for the services of RDG!"

- Leo Washington, Founder, Next Level Entertainment
<http://nxtlvlent.com>

Custom DESIGN

100% Custom design starting in Photoshop as graphic concept prior to development You Own the Masters after completion

Custom DEVELOPMENT

We create custom functions specifically tailored to your company and brands needs



REED DESIGN GROUP
WEB DESIGN AND DEVELOPMENT